GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2285
ANSWERED ON:06.05.2016
Janani Suraksha Yojana
Jaunpuria Shri Sukhbir Singh

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has launched awareness programmes for successful implementation of Janani Suraksha Yojana (JSY);

(b) if so, the details thereof;

(c) the number of such awareness programmes launched by Government during the last three years, State/UT-wise including Rajasthan; and

(d) the extent by which the awareness programmes have contributed to the successful implementation of JSY?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)
(a) to (c): The Government has done publicity of Janani Suraksha Yojana through various means such as
â€¢ Accredited Social Health Activists (ASHAs) are playing key role in creating awareness among the pregnant women on Janani Suraksha Yojana
â€¢ Programmes on JSY through Radio Programme spots, video spots along with other health issues.
â€¢ Publicity to JSY has been provided at the Health Pavilion in India International Trade Fair 2015 where thousands of visitors visited the pavilion.
â€¢ Ministry of Health & Family Welfare has signed an innovative MoU with Department of Field Publicity for awareness creation in 184 High Priority Districts (HPDs). This included Rajasthan for publicity of JSY.
â€¢ Awareness about JSY has been created through social media platform of Twitter on salient features of the scheme.
â€¢ Also, States/UTs have been allowed to utilize upto 5% of JSY budget for creating awareness about the Janani Suraksha Yojana.
(d): The Government has not conducted any study to determine the extent to which the awareness programmes have contributed to the successful implementation of JSY. However, the rise in institutional delivery over the years i.e. from 47% in 2007-08 (District Level Household Survey-III) to 74.4% in 2013 (Sample Registration System) indicates that public awareness on JSY through ASHAs and various other measures adopted by the Government has contributed significantly in successful implementation of the JSY scheme.